

MOTORSPORTS ECONOMIC STIMULUS PROGRAM ASA PRO AUTO SPORTS



**A Great New Product
A Great On-Going Fund Raiser for Motorsports
A Great Business Opportunity**

Verve!

the insanely healthy energy drink

We have an exciting company and product "**The Insanely Healthy Energy Drink**" that has already reached #8 in energy drink sales in the U.S. and **Verve!** has only been on the market since January of '08. **Verve!** has two double-blind clinical studies by **Brunswick Laboratories** attesting to its health and nutrition benefits. No product in the energy drink market has anything close to **Verve!** which is actually three product categories in one; **1)** a delicious fast acting, healthy energy blend, **2)** ultra premium vitamin & mineral supplements & anti-oxidants and, **3)** a powerful super juice containing mangosteen and aloe phytonutrients.



Energy drinks are a multi-billion dollar product category. Over 260 million gallons of energy drinks are being consumed in the U.S each year. The energy drink market is already \$6 billion dollars strong and expected to grow to \$10 billion by 2010 and the U.S. Government is investigating the need for warning labels due to health concerns...here is your healthy alternative... **Verve! The Insanely Healthy Energy Drink!**

Creative fund-raising for Motorsports is the new frontier for reaching and exceeding the goals and accomplishments of the past. We'd enjoy speaking with you in detail about how this unique fund raising vehicle and business opportunity can be employed for you with overriding online commerce, driving potential funds to your racing team and your race tracks.



In November 2004, **VEMMA** (*pronounced vee-mah*) (*acronym for vitamins, essential minerals, mangosteen and aloe*) launched operations, from Scottsdale, Arizona. Today we're doing business worldwide in over 50 countries with record sales of over \$1.6 billion. We came to the market with a liquid nutritional product (*packaged in a month's supply of 30 two-ounce shooters*) that makes daily nutrition easy and complete. **VEMMA** gained tremendous respect in the marketplace with top doctors connected to the formula and company direction. The concept of using an energy drink as a "delivery system" for the nutritional formula was developed by our doctors and in January of '08 **Verve!** was launched. January of '09 **Verve!** launched another delivery system with the **Energy Shots!**

Response has been incredible. Strategic marketing partnerships with **Verve!** already include professional race teams and sports franchises, hotels, health clubs, restaurants, and more. The energy drink product category is **RED HOT** and coming to the market with an energy drink that's not just good for you, but **VERY** good for you...is a powerhouse product. In fact, the market for **Verve!** includes as many baby boomers as it does the younger generations. Why? Because everyone wants an energy boost and getting it from a product that also delivers an entire day's supply of vitamins, minerals and anti-oxidants is a proposition that is attracting as many over 40's as under 40's. **Energy drinks are becoming yesterday's coffee!**

The core business model in **VEMMA / Verve!** is a hybrid concept (combining retail and network marketing) supported by two free - 24/7 websites for each enrolled member that provides consumers with information and order-taking. The computers track activity and referring members have a royalty account that earns income from both their own referrals and the referrals of others, paid weekly. And, there is no inventory, no shipping, no invoicing, no collecting...everything is handled on-line by **VEMMA / Verve!**

VEMMA / Verve! are being embraced as a (*perpetual*) fund-raising, business opportunity programs that can create a royalty stream of income to your Motorsports organization. We have two products that are ordered direct, shipped direct, consumed, reordered, and shared with others, creating what is called a "viral" marketing dynamic or, **ON-GOING FUNDING FOR YOUR RACING TEAM...**

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New "Energy Shots"